



# **Bachelor of Management (Honours) Majoring in International Business**

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 **Bank Rakyat School of  
Business, Innovation, Technology  
& Entrepreneurship**  
UNIRAZAK

BRSBITE was formed with the view that entrepreneurial activity is one of the pillars of a strong and vibrant economy. This unique founding school is dedicated to provide quality education in entrepreneurial leadership in Malaysia. Although big business is extremely vital for economic health and prosperity, strong cadre of SMLs and SMEs is also essential to ensure a diverse economy and to provide the required support to large enterprises and the community. BRSBITE recognises the fact that most of wealth accumulation is by starting one's own business, and that great products and services begin with a single idea. Many aspiring entrepreneurs lack the knowledge and skills to convert their

ideas into working solutions and practical businesses. UNIRAZAK's collaborations with its various partners grant its graduates exemptions for various professional certifications. Students are exposed to a variety of learning approaches provided by a team of well qualified and experienced academics and professionals in various areas of entrepreneurship, business and management-related fields.

# Bachelor of Management (Honours) Majoring In International Business

*(R2-DL/345/6/0098) 02/22 (A7782)*

Business today transcends international boundaries with both the internet and the web. The Bachelor of Management majoring in International Business is designed to prepare you for those global business opportunities. The core disciplines are designed to cover all key aspects to get you ready for that international business outlook.

The skills you learn will involve international supply chains, marketing, finance, human resources, and international operations. You will quickly appreciate that understanding international business is the doorway to doing business internationally.

You will gain an international perspective that involves cultures and businesses spanning international boundaries. This programme teaches and exposes you to the management of diverse teams, competitor evaluations, business processes redesign and financial strategies. Ultimately it will increase your employability locally, regionally, and globally across a variety of multinational companies and consultancies.



## Career Opportunities

- International Marketing Director
- Foreign Service Officer
- Trade Specialist
- Import/Export Manager
- Human Capital Management Specialist
- Human Resource Analyst – International Benefits
- International Advertising Manager
- Supply Chain Manager
- International Business Development Director
- Global Business Analysis Director

# Courses Offered

## MPU COURSES

- Tamadun Islam Tamadun Asia (TITAS) (Local)
- Hubungan Etnik (Local)
- Malaysian Studies (International)
- Bahasa Melayu Komunikasi 2 (International)
- Thinking Skills/Bahasa Kebangsaan A
- Introduction to the Malaysian Constitution
- Co-Curriculum (Professional Event Management/Community Engagement & Voluntaeering)

## SPECIALISATION COURSES

- International Business
- Money, Banking and Financial Markets
- International Corporate Finance
- International Trade
- International Culture and Management
- Global Leadership
- International Economics
- International Marketing
- International Business Ethics
- International Business Strategy

## INTERNSHIP

- Industrial Training

## CORE COURSES

- Public Speaking 1
- Public Speaking 2
- Volunteerism and Service Learning
- Entrepreneurship and Innovation
- Corporate Social Policy
- Principles of Management
- Principles of Finance
- Principles of Marketing
- Principles of Microeconomics
- Principles of Macroeconomics
- Organizational Behaviour
- Principles of Accounting
- Management Information Systems
- Financial Management
- Business Mathematics
- Project Management
- Human Resource Management
- Business Law
- Strategic Management
- Business Statistics

## ELECTIVES Choose any Four 12 Credits)

- Logistics and Supply Chain Management
- Service Operations Management
- Problem Solving & Decision Making
- Leadership, Innovation and Change
- Arabic for Communication
- Organizational Design
- Quality Management Systems and Auditing
- Contemporary Issues in Business
- Negotiation and Conflict Resolution
- Organizational Development
- Production and Operations Management
- Quality Management

# Admission Requirements

## STPM

A pass with a minimum Grade C (GP 2.0) in any 2 subjects, and a pass in Mathematics and English at SPM level, or any equivalent qualification; OR

## MATRICULATION/FOUNDATION

Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification.

## STAM

A pass with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR

## DIPLOMA/ADVANCED DIPLOMA

Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR

## IB

A pass in International Baccalaureate (IB) Diploma with minimum score of 30 points;

## INTERNATIONAL

- A minimum score of Band 5.5 in the International English Language Testing System (IELTS)\*; OR
- A minimum score of 46 for an Internet Based Total (iBFT) for the Test of English as a Foreign Language (TOEFL)\*; OR
- A minimum score of 160 in Linguaskill Test; OR
- A minimum score of 51 in Pearson Test of English (PTE); OR
- A minimum score of 160 in Cambridge English Qualifications and Tests; OR
- Band 3 in Malaysian University English Test (MUET); OR
- Successful attainment of B2 (160) in CEFR aligned exams by Cambridge English Qualification conducted by the Centre for Continuing Education (CCE) within 24 months from the date of entry with conditional offer letter.

### Note:

The requirement to pass Mathematics and English subjects at SPM level for candidate in category (i) and (ii) can be waived should the qualifications contain Mathematics and English subjects with equivalent/ higher achievement.

# Study at an Award-winning University

*in the heart of a global city*



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